

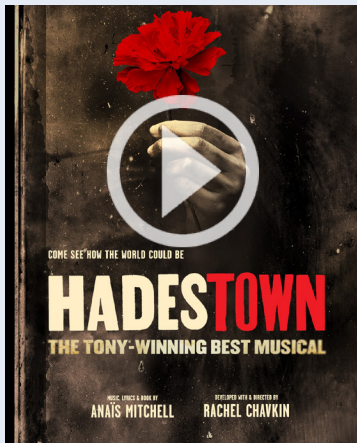


2024 2025
ADIRONDACK
BANK™
 BROADWAY UTICA SEASON



WINNER ★ 5 TONY AWARDS
 INCLUDING
BEST MUSICAL

Kimberly Akimbo
 a new musical

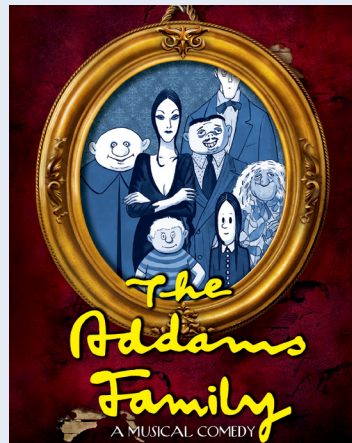


COME SEE HOW THE WORLD COULD BE
HADESTOWN
 THE TONY-WINNING BEST MUSICAL

MUSIC, LYRICS & BOOK BY ANAIS MITCHELL
 DEVELOPED WITH & DIRECTED BY RACHEL CHAVKIN



Tina
 THE TINA TURNER MUSICAL



The Addams Family
 A MUSICAL COMEDY



DEAR EVAN HANSEN

Plus BONUS SHOW:

BROADWAY
 Theatre League of
UTICA
 EDUCATION • ENTERTAINMENT • EXPERIENCE



Dirty Dancing
 IN CONCERT

SPONSORSHIPS & ADVERTISING

BROADWAYUTICA.ORG | CARRIE@BROADWAYUTICA.ORG | 315-624-9444



SPONSOR OUR SEASON

SUPPORT OUR MISSION

MAJESTIC | \$7,000

- 4 Director's Club seats to Kimberly Akimbo, Hadestown, Tina, The Tina Turner Musical, The Addams Family and Dear Evan Hansen
[\$1,800 Value]

- 4 Tickets to cast and crew parties (if applicable)
[\$500 Value]

- Corporate Perk Package – employees and friends of your organization will benefit from discounted tickets to the 5 in season shows listed
[\$500 Value]

- 5 full page printed and digital playbill ads, and 1 digital only playbill, Dirty Dancing in Concert
[\$1,500 Value]

IMPERIAL | \$4,500

- 2 Director's Club seats to Kimberly Akimbo, Hadestown, Tina, The Tina Turner Musical, The Addams Family and Dear Evan Hansen
[\$900 Value]

- Corporate Perk Package – employees and friends of your organization will benefit from discounted tickets to the 5 in season shows listed
[\$500 Value]

- 5 half page printed and digital playbill ads, and 1 digital only playbill, Dirty Dancing in Concert
[\$975 Value]

Approx. 15,000 printed playbills are distributed through the season to all ticket buyers and Broadway Utica subscribers. Digital playbills are published on BTL's website for the 24-25 season and emailed to all ticket holders. Video and web link capability on digital ads.

SPONSORSHIPS & ADVERTISING

BROADWAYUTICA.ORG | CARRIE@BROADWAYUTICA.ORG | 315-624-9444

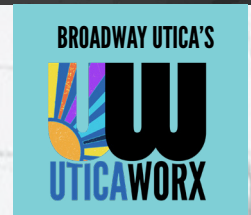
STEAM & EDUCATION SERIES



STEVE TRASH SCIENCE -
Real Science - Real Funny



KATTAM -
And His Tam-Tams



MISTER C LIVE-
When Science Goes Viral



DOKTOR
KABOOM-
Under Pressure



THE POLAR
EXPRESS - Film



PINKALICIOUS -
The Musical

S.T.E.A.M. & Education Series SPONSORSHIP | \$3,500

Organizations name/logo showcased on screen at theater/venue before and after show performances

Organizations name/logo featured on Broadway Utica's website as S.T.E.A.M. Educational Series / Students on Broadway sponsor



Organizations name/logo on all registration forms and marketing materials

Popcorn and beverage provided to each student in attendance (1000 max. / per performance)

5 half page printed and digital playbill ads, and 1 digital only playbill, Dirty Dancing in Concert (Bonus Show)

SPONSORSHIPS & ADVERTISING

BROADWAYUTICA.ORG | CARRIE@BROADWAYUTICA.ORG | 315-624-9444



PLAYBILL PROGRAM

SHOWCASE YOUR BUSINESS

PRINT | WEB | VIDEO



Full Page
[4.5 X 7.5]
\$1,500

Half Page
[4.5 X 3.75]
\$970

Quarter Page
[4.5 X 1.875]
\$650



CLICK the above
COME FROM
AWAY Digital
Playbill and see
examples of
digital web links
and videos.

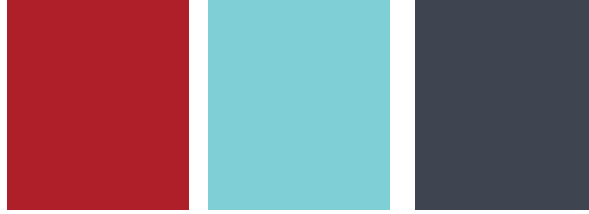
PLAYBILL ADVERTISING INCLUDES;

- 5 printed and digital playbill ads, Kimberly Akimbo, Hadestown, Tina, The Tina Turner Musical, The Addams Family and Dear Evan Hansen and 1 digital only playbill, Dirty Dancing in Concert (Bonus Show)
- Approx. 15,000 printed playbills are distributed through the season to all ticket buyers and Broadway Utica subscribers
- Digital playbills are published on the BTL website for the 24-25 season and emailed to all ticket holders
- Video and web link capability on digital ads

Accepted formats for Ads.
.pdf, .jpg, .tif | 300 dpi

SPONSORSHIPS & ADVERTISING

BROADWAYUTICA.ORG | CARRIE@BROADWAYUTICA.ORG | 315-624-9444



CORPORATE PERKS

PUT THE SPOTLIGHT ON YOUR EMPLOYEES

CORPORATE | \$500

In the ever-intensifying landscape of the job market, highly skilled candidates hold the upper hand. Beyond merely seeking competitive pay, they are actively seeking out the most appealing benefits and perks.

According to a survey conducted by Robert Half's hiring trends and insights, employees were asked to prioritize their preferences for non-monetary compensation and additional perks. Here are the most favored selections:

PERKS

66%: Being able to choose their own schedule

37%: EMPLOYEE DISCOUNTS

27%: Paid parental leave

24%: Company-subsidized meals and snacks

Community discounts are a big part of work life balance. Add Broadway Theatre League of Utica to your list of organizations offering discount perks to employees.

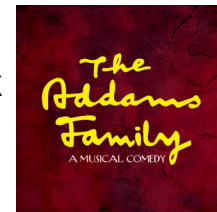
WHAT IS THE BENEFIT?

- Save 20% off tickets
- 5 Award-Winning Broadway shows in the Broadway Theatre League of Utica 24-25 Season
- Be notified when show discounts are open for best available seating
- Discounts offered on 3 levels of seating, Diamond, Platinum and Gold. [SEAT CHART](#)

Discount periods and availability are at discretion of the tours and are subject to change.



2024-25
ADIRONDACK BANK
BROADWAY UTICA
SEASON



*"I'm so grateful for all of your hard work.
It definitely hasn't gone unnoticed!"*

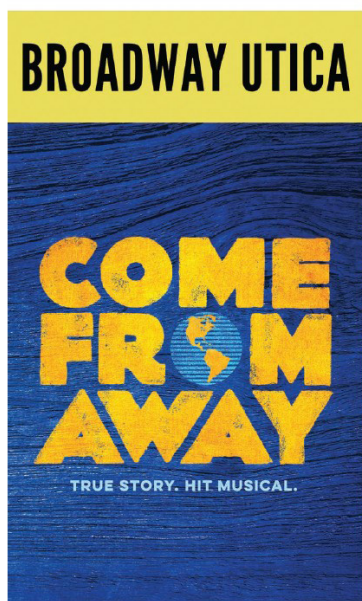
*100 % Tax Deductible Donations can be made at



SPONSORSHIPS & ADVERTISING

BROADWAYUTICA.ORG | CARRIE@BROADWAYUTICA.ORG | 315-624-9444

ATTENTION RESTAURANTS SPLIT THE CHECK WITH BROADWAY UTICA



Half Page
[4.5 X 3.75]
\$400/\$400

Quarter Page
[4.5 X 1.875]
\$250/\$250



CLICK the above COME FROM AWAY Digital Playbill and see examples of digital web links and videos.

Half Page SPLIT

Pay \$400 for a quarter page ad
Trade \$400 in your restaurant gift cards

Quarter Page SPLIT

Pay \$250 for a quarter page ad
Trade \$250 in your restaurant gift cards

Your restaurant gift cards are issued to Broadway Utica contest winners along with other promos and fundraisers. Promoted as a valued Restaurant Partner to all ticket holders and advertised on show nights

PLAYBILL ADVERTISING INCLUDES;

- 5 printed and digital playbill ads, Kimberly Akimbo, Hometown, Tina, The Tina Turner Musical, The Addams Family and Dear Evan Hansen and 1 digital only playbill, Dirty Dancing in Concert (Bonus Show)
- Approx. 15,000 printed playbills are distributed through the season to all ticket buyers and Broadway Utica subscribers
- Digital playbills are published on the BTL website for the 24-25 season and emailed to all ticket holders
- Video and web link capability on digital ads

SPONSORSHIPS & ADVERTISING

BROADWAYUTICA.ORG | CARRIE@BROADWAYUTICA.ORG | 315-624-9444

THANK YOU 2023-24 DONORS AND SPONSORS



CENTRAL NEW YORK
BRAIN AND SPINE
NEUROSURGERY
— COMPREHENSIVE SPINE CENTER —



TRAINOR



The Griffith Earl Savery Group





AGREEMENT FORM

MAJESTIC

IMPERIAL

EDUCATION SERIES

PLAYBILL

FULL PAGE

HALF PAGE

QUARTER PAGE

CORPORATE PERKS

SPLIT THE CHECK

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

DATE: _____

AMOUNT: _____

SIGNATURE: _____

Credit Card Information

PAYMENT TYPE:

MasterCard

VISA

Discover

AMEX

Other

CARDHOLDER NAME: _____

CREDIT CARD #: _____

EXP. DATE: ____/____ CVC CODE: _____

ZIP CODE: _____

SIGNATURE: _____

DATE: _____

SPONSORSHIPS & ADVERTISING

BROADWAYUTICA.ORG | CARRIE@BROADWAYUTICA.ORG | 315-624-9444